



2014

Tennessee Promise: Delivering Opportunity to All Students

13th Annual Tennessee Educational LEADership Conference

October 27-29, 2014 | Music City Center | Nashville, Tennessee

Exhibitor Prospectus

The Tennessee LEAD Conference

The Tennessee Department of Education is proud to announce the 13th Annual Tennessee Educational LEADership Conference. LEAD will take place at the Music City Center, October 27 – 29, 2014. An estimated 2000 building level and system level educational leaders and administrators will participate in the conference, providing a great opportunity for you to network directly with potential customers and clients. This year will feature educational leaders sharing best practices and professional learning experiences in more than 70 concurrent sessions to help equip Tennessee educators with the tools to lead our schools into the next generation.

Will you be there?

Why Exhibit?

- [x] Attendees want to learn about your products and services
- [x] Exposure to decision makers in schools and districts
- [x] Increase your customer/client base
- [x] The largest educational conference of its kind in Tennessee
- [x] All breaks and lunches are in the Exhibit Hall
- [x] Increased focus on dedicated exhibit hall time both days
- [x] Listing in Conference Program given to all participants
- [x] Meet your target audience face-to-face
- [x] Demonstrate the most recent trends in leadership and professional development
- [x] Special rate for qualifying non-profit vendors

Sponsorship Opportunities

PLATINUM SPONSOR - \$3,000 (limit 3)

- ✓ Name/Logo recognition on 22"x28" signage displayed near area of sponsorship and/or on the conference lanyard or badge holder or bag
- ✓ Verbal recognition during general session
- ✓ Logo recognition on Exhibit Hall entrance display
- ✓ Recognition in the digital presentation running continuously in the registration area, and before/after the general session.
- ✓ Opportunity to provide a flyer or small promotional item to be available in the conference bag. **
- ✓ Logo on LEAD Sponsorship webpage linking to company homepage
- ✓ Full page ad in the conference program

GOLD SPONSOR - \$1,500

- ✓ Name/Logo recognition on 22"x28" signage displayed near area of sponsorship
- ✓ Logo recognition on Exhibit Hall entrance display
- ✓ Logo on LEAD Sponsorship webpage linking to company homepage
- ✓ ½ page ad in the conference program

SILVER SPONSOR - \$900

- ✓ Name/Logo recognition on 11"x17" signage displayed near area of sponsorship
- ✓ Name recognition on Exhibit Hall entrance display
- ✓ Logo on LEAD Sponsorship webpage linking to company homepage
- ✓ Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.
- ✓ ¼ page ad in the conference program

BRONZE SPONSOR - \$500

- ✓ Name/Logo recognition on 11"x17" signage displayed near area of sponsorship
- ✓ Name recognition on Exhibit Hall entrance display
- ✓ Name on LEAD Sponsorship webpage linking to company homepage

****Sponsorships are in addition to booth package costs.***

*****Subject to approval of Conference Management. Sponsor is responsible for costs associated with production and shipping of item to Conference Management for pick up at registration desk. Flyer may be no larger than standard 8.5"x11".***

INCREASE YOUR PRESENCE

Sponsorship is your chance to gain prime, credible exposure while making a long-term impact among your target audience. Sponsors stand out from other exhibitors and deliver a message of commitment and support to LEAD attendees. Your support of Tennessee education through LEAD adds incredible value and creates a unique prominence to your company's presence at the conference. Sponsors make a significant impact on learning opportunities and resources available to schools and districts statewide. Note* Sponsorships are in addition to booth package fees. To complete a Sponsorship Application, click [here](#).

ADDITIONAL OPPORTUNITIES

- In Kind Donations (badge holders/ lanyards)
- Attendee Lunches, Afternoon Refreshments, and Breaks
- Networking Receptions
- Keynote Underwriting
- Have a unique concept? Let us know!

For more information regarding sponsorship opportunities with LEAD 2014, please contact:

LEAD Exhibit Coordinator
(615) 585-8123 | LEAD.Conference@tn.gov

STANDARD PACKAGE \$750

One (1) 10'x10' booth space that includes:

- One 8' skirted table and two chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- One waste basket
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Four (4) complimentary show badges
- Four (4) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (name, booth locations, contact information, and booth description)

PREFERRED PACKAGE \$1,450

One (1) 10'x20' booth space* that includes:

- Two 8' skirted table and four chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Two waste baskets
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Six (6) complimentary show badges
- Six (6) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (name, booth locations, contact information, and booth description)
- Recognition in the digital presentation running continuously in the registration area before/after the general session.

PREMIUM PACKAGE \$2,800

One (1) 20'x20' Island Booth* -or- One (1) 10'x40' Linear Booth*

- Four 8' skirted tables and eight chairs
- 8' back drapes and 3' high side-rail drapes in show colors
- Four waste baskets
- One 7" x 44" booth ID sign
- Dedicated exhibit hall time on both show days
- Eight (8) complimentary show badges
- Eight (8) lunch tickets for booth staff per show day
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (name, booth locations, contact information, and booth description)
- Company logo on LEAD website
- Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.

***Special rates and discounts are available for qualifying non-profit vendors. Please contact the exhibit coordinator for more information.*

TENTATIVE EXHIBITOR SCHEDULE

Exhibit Hall Sunday, October 26, 2014
Setup & 1:00 p.m. - 7:00 p.m.
Move In:

Show Monday, October 27, 2014
Hours: 10:15 a.m. - 5:00 p.m.

Dedicated times:

Lunch: 11:45 – 1:00

Break: 2:15 – 2:45

Tuesday, October 28, 2014
7:30 a.m. – 3:30 p.m.

Dedicated time:

Lunch: 11:45 – 1:00

Break: 2:15 – 2:45

Exhibitor Tuesday, October 28, 2014
Move Out: After 3:30 p.m.

Hours listed above are tentative and subject to change. Dismantling must NOT start prior to the designated time on Tuesday, October 28 or vendor may be subject to penalties listed in the Rules & Regulations.

Booth items MUST be removed from the floor by 7:00 p.m. on October 28.

EXHIBIT SPACE LOCATION

Spaces will be assigned in the order in which the signed Exhibitor Agreement is received. Please indicate several choices of booth locations on your Exhibitor Agreement Application. Payment is due within thirty (30) days from receipt of Agreement unless otherwise arranged with the exhibit coordinator, or vendor risks forfeiture of space reservation. LEAD reserves the right to make any adjustments or modifications necessary.

EXHIBIT DIRECTORY

The LEAD Conference Program will be available to all conference participants, and will contain the official Exhibitor Directory. Each listing will contain the Exhibitor's name, address, phone number, website, booth number, and description. Exhibitors should submit their description in twenty-five (25) words or less with their Agreement Application for inclusion in the conference program. LEAD reserves the right to edit and shorten descriptions over the designated limit.

EXHIBITING INFORMATION

FLOOR SALES

Exhibitors are permitted to sell items (excluding food and/or beverages) within their booth during show hours. Neither LEAD nor MCC are responsible for any losses, liabilities, taxes, licenses, copyrights, or other part of this activity.

CANCELLATION

Cancellations must be submitted to the exhibit coordinator in writing, and are effective upon receipt. Refunds will be made according to the schedule listed in the Rules & Regulations.

VENUE INFORMATION

The trade show will be held in Exhibit Hall C of the Music City Center. Shipping to the Exhibit Hall must be done through the designated General Services Provider, and in accordance with their policies and fees. The MCC is located at 201 5th Ave S, Nashville, TN 37203. Directions and other information may be found at:

<http://www.nashvillemusiccitycenter.com/directions-map>

EXHIBITOR APPOINTED CONTRACTORS (EAC) OR INSTALL/DESIGN COMPANIES

Exhibitors using booth assembly or dismantle labor other than those provided by the designated conference General Services Provider must notify LEAD and the conference service provider no later than September 12, 2014, and supply the necessary certificates of insurance. Exhibitors using EACs are required to provide such contractors all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. EACs are required to comply with all LEAD and MCC rules and regulations.

EXHIBIT SERVICE KIT

Complete information on ordering communication services, internet, utilities, equipment/furniture rentals, shipping instructions, etc., will be available in Mid September. If you have questions that have not been addressed, please contact the exhibit coordinator. All charges for additional services are the sole responsibility of the exhibitor.

PRESENTATION OPPORTUNITIES

Registered vendors who completed the August Request for Proposals Process and interviews to present will have the opportunity to present during the conference. Vendors are required to have a school district representative co-present with the vendor, and the presentation should not be a "sales pitch." For more information, email LEAD.Conference@TN.gov

RULES & REGULATIONS

Please refer to the last page of the Exhibitor Agreement Application for the rules and regulations governing the LEAD trade show.

SHOW MANAGEMENT

The trade show is under the management of the Tennessee Department of Education and Event Logistics. For questions or more information about the show, you may contact:

LEAD, Exhibit Coordinator

Phone: (615) 585-8123

Email: LEAD.Conference@tn.gov

HOW TO APPLY

You may reserve a booth by completing the application process available [here](#). After completing the application, you will find a link on your application confirmation page on which to click for registration and payment options. If you have questions or issues with the process please contact the following:

LEAD Exhibit Coordinator

Lead.Conference@tn.gov

(615) 585-8123

Make your reservations now – the LEAD 2014 exhibit hall will fill up quickly!

APPLICATION DEADLINE

All Application Agreements and payments must be received by **October 10, 2014**. Applications will be accepted after that on a space-available case-by-case basis **and will be subject to an additional \$100 fee**. Please email LEAD.Conference@TN.gov for more information.

Direct Links:

Exhibit Application:

https://docs.google.com/forms/d/1fiPwBunPQv2Mw2ndRS4v0h6qYohVvTs8XF_9xRixRTI/viewform?usp=send_form

Sponsorship Application:

https://docs.google.com/forms/d/16d0z7D_fZvGR_5oIEV7EGZ8tKAVD0VgfH-jsZUdCjo/viewform?usp=send_form

Conference Registration and Payments: https://statetennessee-web.ungerboeck.com/reg/reg_p1_form.aspx?oc=10&ct=LC14EX&eventid=5030

APPLICATION FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management and these Rules & Regulations constitute an application for the right to exhibit at the Tennessee LEADership Conference.

EXHIBITOR also agrees to comply with the regulations of the Music City Center.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: Exposition management (TN DOE) reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: The Official Decorator, Drayage Contractor and Labor Contractor for this event shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical man-power, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification to and approval of the Exhibit Coordinator. Exhibit Coordinator reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the exhibit. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

RIGHT OF REFUSAL AND/OR CANCELLATION: TN DOE, Exhibit Coordinator, reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of Exhibit Coordinator, with the purposes of the LEAD exhibit. Application for space may also be canceled if the EXHIBITOR'S demeanor is deemed by Exhibit Management as inappropriate or disruptive.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing TN DOE and LEAD as additional insureds. Proof of insurance must be submitted to TN DOE upon request. The EXHIBITOR will indemnify, defend, and hold harmless TN DOE, LEAD and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of TN DOE and LEAD, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO TN DOE AND LEAD, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR agrees that to the maximum extent permitted by law, TN DOE, LEAD, the city, the facility and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to any exhibits, or materials, goods or wares (collectively "property") belonging to the exhibitor, and

they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents, representatives, invitees and guests, resulting from fire, storms, water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other causes.

ATTORNEY FEES AND COSTS: Should any litigation arise out of this agreement, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by TN DOE, Exhibit Coordinator, and/or the sponsoring organization, if TDOE and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the LEAD Exhibit. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

FIRE, SAFETY AND HEALTH: EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. EXHIBITOR hereby represents and warrants to TN DOE and LEAD, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this agreement.

UNOCCUPIED SPACE: Exhibit Management reserves the right, should any rented space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental agreement. Failure to make payment of the full amount specified in the Application for Exhibit Space by the cut-off date constitutes cancellation by the EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: Early tear-down or dismantling of booths by EXHIBITORS is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the exhibit hall. By signing this agreement EXHIBITORS agree to remain on the exhibit hall floor with their booths fully in place until the official close of the exhibit, as published in their EXHIBITOR manual. Any EXHIBITORS dismantling their booths prior to the scheduled time **will be penalized a \$250 fine**. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. **CANCELLATIONS AND REFUNDS:** In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: (1) 50% refund of the total amount paid if written cancellation is received by **Oct. 10, 2014 and space is resold prior to show dates**. (2) No refunds will be given after Oct. 10, 2014. (3) If canceled at the discretion of the Exhibit Coordinator, the amount of refund (if any) will be determined by the Exhibit Coordinator at the time of cancellation. **There will be no refunds for "No-Shows"**. **EXCUSED NON**

PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of TN DOE or LEAD, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, TN DOE or LEAD is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and TN DOE or LEAD may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond TN DOE or LEAD's reasonable control make it impossible or impractical for TN DOE or LEAD to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will TN DOE or LEAD, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party, for whom they sign, and to abide and be bound by all of the terms, conditions,

Rules and Regulations stated under this Agreement, exhibitors' manual, any schedules, or amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Coordinator. Further, EXHIBITOR agrees that TN DOE will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules & Regulations. In all instances, TN DOE's rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between TN DOE, LEAD and the Facility.